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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding
for Internet advertising space

Examiner: John W. Van Bramer

REPLY TO FINAL OFFICE ACTION
MAILED OCTOBER 12, 2011

VIA FACSIMILIE (571) 273-8300

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Reply is in response to the final Office Action mailed October 12, 2011.

Amendment to the Claims begins on page 2

Remarks/Arguments begin on page 24